



USAID | MACEDONIA
FROM THE AMERICAN PEOPLE



Media Advisory
May 15, 2006

Improving the quality of the Macedonian bottled wines
Wine Cluster -Workshops

Commencing the week of 8 May, the Wine Cluster members are hosting Mr. David Stevens, an American wine industry expert.

Mr. Stevens's mission in Macedonia is to meet with the majority of the Macedonian wineries to whom he will provide recommendations on the latest technology and oenological practices for quality improvements and consistency of the wines. He will provide help in the marketing aspect and the ways for more efficient marketing of the Macedonian bottled wine on domestic and international market; quality of the wine labels and their promotional materials with special emphasis to the label description of the wines.

In addition, the expert will assist the newly established wine association MAKVINO in establishing an independent tasting committee.

An advanced level workshop with the wineries' on skill improvements for organizing winery tours, wine presentations and establishing communication with wine writers and winery visitors is planned as well.

USAID Macedonian Competitiveness Activity Project is technically supporting Mr. Steven's visit to Macedonian wineries.

On Monday 22nd of May Mr. Stevens will be at the disposal of the Macedonian media. All the journalists interested for statements and interviews with Mr. Stevens are invited to contact Makedonka Dimitrova at 02 3091 711 or 070 22 66 66.

Notes to editors: Keeping abreast with the world trends, Macedonian grape growers and wine producers joined Macedonian Wine Cluster to approach together domestic and foreign markets. All participants in the wine production work together to produce higher quality wines, to increase exports to neighboring and EU countries by means of developing, promotion and marketing of a Macedonian brand, as well as through establishment of contacts with potential wine distributors